



# LINKEDIN PROFILE OPTIMIZATION

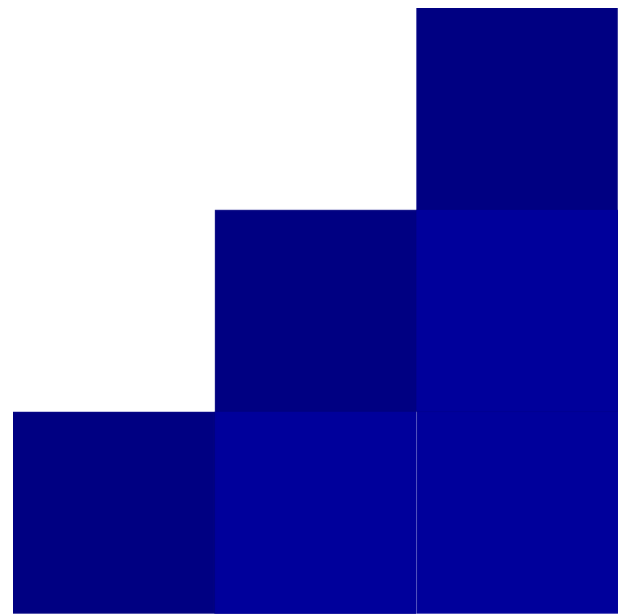
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The definitive guide to create a  
great LinkedIn profile!

## AGENDA

# LinkedIn Profile Optimization

- First things first: sign up!
- Creating a Unique URL
- Headline
- Photo
  - Profile Photo
  - Cover Photo
  - Open To
- About
- Experience
- Education
- Languages
- Additional Sections
  - Skills
  - Licenses & Certifications
  - Courses
  - Featured
  - Volunteer Experience
  - Honors and Awards
- Next Steps

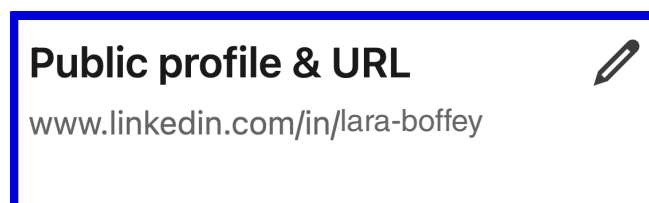


# 1. First things first: sign up!

- Go to [LinkedIn.com](https://www.linkedin.com)
- Click **"Join Now"**
- Enter your email and create a secure password
- Follow prompts to enter your name and basic information
- Choose your desired Language – this is the language your profile will be in
  - **Note:** You **can** add a profile in another language, however, you will have to create the content in that language as well – it will not automatically be translated, nor updated when changes are made to your primary profile. To learn more about this, visit [LinkedIn's help page](#).

# 2. Creating a Unique URL

- When you create a LinkedIn profile, they will assign you a long URL with a string of numbers and letters at the end – but it doesn't have to stay that way!
- Edit your URL to only include your name at the end. This will be **more searchable**, as well as **aesthetically pleasing** to add to your CV or portfolio.
- To edit, click on your **Profile**, look at the **top right** of the page where you will see. Click the **pencil icon**, remove the string of numbers and letters, and just leave your name.



**Note:** if your name is fairly common "John Smith, Maria Rodriguez" you may need to get a little creative – but please, keep the link professional and relevant to your identity/personal brand.

### 3. Headline

*These are the words under your photo.*

Your headline helps you:

- Stand out
- Improves how people can search for you
- It is what people who are not yet connected to you see when they come across your name in a search.

LinkedIn's tip? Focus on "**The Big 3**":

1. Industry **keywords** to help you get discovered.
2. Pinpoint exactly **what you do** (internships, experiences, studies).
3. Highlight **skills unique to you/passions** you have
  - **Example:** "Aspiring Marketing Professional | L'Oreal Marketing Strategy Intern pursuing a BA in Communication and Digital Media at IE University | Passionate About Digital Strategy"

#### More Examples:

- Future Tech Consultant | Computer Science Undergrad at IE University and AI Intern at Amazon | Combining Code with Creative Solutions
- IEU Humanities Student | Exploring Careers in Business & Culture | Marketing Intern at Teatro Real | Fluent in English & Spanish | Strong Research Skills
- Entrepreneurial Mindset | IEU Business Administration Student | Eager to Build Sustainable Business Solutions

### 4. Photo

#### PROFILE PHOTO

Make sure to add an image – this is a social network after all! Unlike other social media platforms, your profile picture **must** be professional.

Ideal photo attributes:

- High quality and clearly shows your face **Note:** *your face should take up 70% of the space; don't use a photo from a distance.*
- Neutral background.
- Dress as you would for an interview – professional, classy, put together!
- Don't forget to smile! A friendly photo increases engagement with your profile.

## COVER PHOTO

This is the larger, horizontal photo behind your Profile Photo. LinkedIn recommends choosing one that aligns with the field you are interested in breaking into.

- Are you interested in working in Sustainability? Add a photo of wind turbines.
- Want to break into marketing? Try some creative flat lays.
- Always thought you'd work in Business? Why not add a city skyline or clean office scene?

## OPEN TO

Underneath your photo is a blue button that says, "open to".



If you're looking for a job, add "Open to Finding a Job" and fill in the required details. This will add a green banner to your profile photo and make recruiters **40% more likely to contact you!**

## 5. About

According to LinkedIn, this summary is the first thing that recruiters analyze, so take some time on it. This should not be a copy/paste of your summary from your CV, but rather, a chance to tell your story - in your own voice. Keep it personal, clear, and future-focused.

Your About should highlight:

- **Who you are and what you care about:** What drives you? What are you curious about? Let your personality show!
- **How you got here:** Mention key life or academic experiences that shaped you. For example:
  - Lived in multiple countries? Say so.
  - Studied abroad in high school? Add it.
  - Grew up as a third culture kid? Own it.
- **Standout experiences:** Include a few meaningful highlights: leadership roles, internships, competitions, or student clubs that had an impact on you (save the full list for your Experience section).
- **What you're working toward:** Share your future goals and the kind of impact you hope to make.

**Not sure where to start?** Ask friends, family, professors and others in your network what they think about when they think of you. This can help you start to define your personal brand - the way you market your services, experiences, and abilities to others.

**Prefer to reflect on your own?** Explore our [Finding Professional Purpose Self-Paced workshop](#) to dig deeper into what drives you and help shape your personal brand.

Also, get inspired by some examples of *About* sections that LinkedIn loves: [Click here.](#)

### Writing Tips

- This section should be **over 40 words long**, so it includes more relevant keywords that recruiters use to search for candidates.
- Captivate your audience by **focusing on the first 3 lines** of text, as this is what shows before someone must click “see more”.
- Write in **1st person** (I, me, my) – you sound more approachable and authentic.
- Spotlight your unique skills (**add 3-5 skills** that will be highlighted as Top Skills and make you more searchable!)
- Add media to make it pop! Photos!

## 6. Experience

Add any professional experience you have had including but not limited to:

IE Projects	Internships
IE Shadowing	Externships
Young Corporate Program (YCP)	Part-time Jobs
Micro Internship Programs	Entrepreneurial Experiences
IEU Labs	IEU Club Office Roles

LinkedIn says: your Experience section isn't a CV, so it shouldn't read like one.

Use short, clear sentences in *paragraph* form to describe your relevant experiences. Save bullet points for standout results, metrics, or impact.

If the company isn't widely known, start with a brief one-line description before outlining your role. Then, highlight what you did using action verbs and results-driven language, focusing on your purpose, achievements, and impact (just like you would in a strong CV).

## 7. Education

Add your IE University Bachelor's degree, any additional university experiences (exchange university, previously attended university, etc.), and high school(s) to this section.

For each educational experience, include your degree studied, start and end dates, and any relevant skills or activities you want to highlight specifically to that learning experience. Include your final Grade (GPA) if it's 8/10 or above. When adding GPA please be sure to include the scale (ex. 3.9/4 or 8.6/10).

You can add Scholarships, Honors, or Awards received, notable coursework, and special academic achievements. Or add these things into separate "Additional Sections" for Honors & Awards, and Courses – the choice is yours!



## 8. Languages

Add all languages you know, along with your proficiency level.

**Note:** “Memorized proficiency” means you know only a few basic phrases without formal study. If you’ve taken a course and can hold simple conversations, choose “Elementary” or “Limited Working Proficiency” instead.



The screenshot shows a form with two main sections. The first section is labeled 'Language\*' and contains a text input field with the word 'Spanish' entered. The second section is labeled 'Proficiency' and features a dropdown menu that is currently open. The dropdown menu lists several options: 'Please select' (with a checkmark icon), 'Elementary proficiency', 'Limited working proficiency', 'Professional working proficiency', 'Full professional proficiency', and 'Native or bilingual proficiency'. The dropdown menu has a dark background and white text. The entire form is enclosed in a blue border.

## 9. Additional Sections

There are many more sections that you can add to your profile, depending on your own previous experiences and career goals. Some areas that might be relevant for bachelors’ students include: Volunteer Experience, Licenses and Certifications, Courses, Featured (for projects), Skills, amongst others.

To add these in, go to the top of your profile and click: **Add profile section > Core**



## Add to profile



### Core



Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

### SKILLS

The more skills you add, the more likely you are to pop up in a search. This is a great area to highlight soft skills.

### Recommended



Completing these sections will increase your credibility and give you access to more opportunities

### LICENSES & CERTIFICATIONS

For any online virtual job simulations (ex: the Forage) or certificates you have obtained outside of your degree like those from Coursera, UNSCC, Official Language certifications (DELE, IELTS, etc.), tech certificates from DataCamp, LinkedIn Learning, or Coursera), etc.

### COURSES

relevant academic work (this can be included in its own separate section here OR in the Education section under a specific school).

### FEATURED

Good for any media you've published, websites you've created, class projects, or creative projects (videos, presentations, etc.)

## Additional



Add even more personality to your profile. These sections will help you grow your network and build more relationships.

### **VOLUNTEER EXPERIENCE**

This helps give a complete view of who you are!

### **HONORS AND AWARDS**

This space is for Academic or Professional Honors, Scholarships, etc.

## 10. Next Steps

Now that you've laid the foundation for a strong LinkedIn presence, keep the momentum going! Explore our additional resources on:

- [Networking on LinkedIn](#)
- [Posting on LinkedIn](#)
- [Job search on LinkedIn](#)
- Check out [LinkedIn's guide on building a great student profile.](#)
- Dig deeper into [LinkedIn Learning](#) Video Tutorials for even more tips!
- Attend our [LinkedIn Profile Optimization Workshop.](#)
- Use [Vmock's Aspire LinkedIn Optimizer](#) to get AI feedback on your profile.

Remember, the IEU Talent & Careers team is here to support you every step of the way!

# CONTACT US

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## **SEGOVIA CAMPUS**

2nd floor (next to the SciTech Office)

Monday to Thursday

Hours: 10:00H - 16:00H

## **IE TOWER**

T-15.05

Monday to Thursday

Hours: 10:00H - 16:00H